## ABSTRACT

5 The present invention proposes for the first time a completely automatable method for handling substantially rodshaped objects, particularly poles of articles individually stacked in one another, such as plastic cups, for use e.g. in the dairy industry, during loading processes in conjunc-10 tion with a loading aid, particularly a cardboard box or The objects to be handled are made available in a first geometrical arrangement by a manufacturing or processing machine. The invention is characterized in that initially at least part of the objects is gripped, subse-15 quently a relative arrangement of the objects is modified and the modified arrangement of the objects is deposited in the loading aid, the objects being arranged in upright standing manner. This makes it possible to achieve optimum packing densities for the objects in the loading aid. 20 invention also relates to a device suitable for performing said method